



METROPOLITAN
TRANSPORTATION
COMMISSION

Agenda Item No. 2d

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Memorandum

TO: Operations Committee

DATE: December 2, 2011

FR: Executive Director

W.I. 320-1221, 320-2700

RE: Clipper[®] Contract Actions:

- i. Customer Communication, Education, Public Awareness and Strategic Marketing Services Consultant Panel for FY 2011/12 – 2013/14
- ii. Contract Amendment – In-Person Customer Outreach Services: Caribou Public Relations
- iii. Contract Amendment – Program Management: Synapse Strategies
- iv. Contract Amendment – Employer Program, Card Management and Card/Value Distribution Oversight: Acumen Building Enterprise, Inc.

Clipper[®] Program Status Report

Clipper[®] volume averaged more than 500,000 transactions per weekday during October, and volume reached more than 600,000 transactions on several recent weekdays in November. Attachment 1 provides additional information about use of the Clipper[®] system.

Contract Actions

Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into the following contract actions:

i. Consultant Panel – Customer Communication, Education, Public Awareness and Strategic Marketing Services for FY 2011/12 – 2013/14

Since July 2006, Swirl Integrated Marketing has provided customer education, market research, and web-related services for Clipper[®]. This contract is set to expire on January 31, 2012. This procurement is for customer communication, education, public awareness and strategic marketing services for the Clipper[®] Program for the remainder of FY 2011/12 – FY 2013/14.

In October 2011, MTC issued a Request for Qualifications (RFQ) to create a panel of consultant firms to provide on-call customer communication, customer education, public awareness and strategic marketing services for the remainder of FY 2011/12 – FY 2013/14. A total of eight firms submitted Statements of Qualifications (SOQs). Staff conducted an initial review of the SOQs for responsiveness. Through this initial review, staff determined that one SOQ did not meet the minimum qualifications, and therefore it was not evaluated.

A panel consisting of staff from MTC, BATA and the Peninsula Congestion Relief Alliance evaluated the SOQs based on the following criteria: 1. Overall firm and proposed staff expertise, experience, and quality of previous work; 2. Qualifications of lead staff; 3. Hourly rates; and 4.

Communications skills. Following review of the Statements of Qualifications, the panel recommends approving the following consultants for the panel:

1. Corey, Canapary and Galanis (San Francisco, CA)
2. MIG, Inc. (Berkeley, CA)
3. Swirl Integrated Marketing (San Francisco, CA)

MTC will enter into individual contracts for services with specific firms based on the best match between programmatic needs and each firm's strengths, subject to the availability of funding. Contracts in excess of the Executive Director's delegated signature authority will return to this Committee for review and approval. Staff expects to recommend approval next month of individual contracts with one or more of the above firms for the performance of services through the remainder of FY 2011/12; key milestones that will occur during this time period include VTA's fare media transition and launch of the Oakland in-person customer service center.

ii. Contract Amendment – In-Person Customer Outreach Services: Caribou Public Relations (\$150,000)

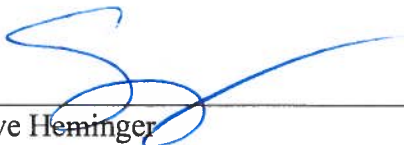
In February 2011, this Committee approved Caribou Public Relations (Caribou) as part of the On-Call In-Person Customer Education/Outreach Services Program. In March 2011, MTC entered into a contract in the amount of \$175,000 pursuant to that approval, subsequently amended to add \$241,000, for a total of \$381,000. Caribou has delivered more than 500 events not only in transit stations, but also in community locations, on buses, in schools, and other locations appropriate for reaching transit riders. The proposed amendment enables Caribou to conduct events targeting BART and SamTrans customers – especially youths – impacted by the transition of paper passes and tickets to Clipper®-only. Caribou will deliver similar services in support of the planned conversion of VTA passes to Clipper® only, the opening of the Oakland Clipper® in person customer service center, possible reinstatement of a card acquisition fee, and other initiatives to both facilitate adoption of Clipper® and enhance current customers' understanding of the system. Caribou complements the services to be provided by the firms recommended for qualification under the above item by providing the in-person element of Clipper® customer education initiatives.

iii. Contract Amendment – Program Management: Synapse Strategies (\$244,000)

In July 2010, this Committee approved Synapse Strategies as part of the Clipper® Consultant Assistance Program. In June 2011, this Committee approved a contract with Synapse Strategies for the provision of support for customer education and distribution initiatives, and improvements of Clipper® customer service functions. That contract is for \$244,000. The proposed amendment allows for Synapse Strategies to both continue existing services through the remainder of the fiscal year and oversee and implement a public engagement initiative pertaining to the draft *Title VI Summary Report, Clipper® Fare Media Transitions*. This initiative includes 13 community-based focus groups and an analysis of all public comments received both through the focus groups and other channels.

iv. Contract Amendment – Employer Program, Card Management and Card/Value Distribution Oversight: Acumen Building Enterprise, Inc. (\$125,000)

Acumen Building Enterprises, Inc. (Acumen) is another firm approved by this Committee under the Clipper® Consultant Assistance Program. The original contract approved by this Committee in the amount of \$150,000 was augmented by a subsequent amendment in the amount of \$100,000 under the Executive Director's authority. The proposed amendment allows for the continued performance of oversight, monitoring, and performance management functions related to distribution/sales of Clipper® cards and value through the end of the current fiscal year. The scope of work includes working with the Clipper® Contractor regarding implementation and management of the Clipper® retail network, enhancing Clipper® Direct Program, which provide customers with pre-tax transit benefits, and developing solutions to support Clipper® customers who receive subsidized transit value through social services, schools and other institutional programs.



Steve Heminger

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Attachment 1:
Table 1: Summary of Clipper® System Utilization

	Last Month October 2011	Prior Month September 2011	Prior Year October 2010
Transaction Volume			
Average Number of Weekday Transactions	571,532	555,273	226,160
Fee-Generating Fare Payment Transactions (monthly total)	14,238,125	13,660,754	5,402,081
Fee-Generating Add Value & Refund Transactions (monthly total)	1,058,312	1,006,318	574,734
Total Fee-Generating Transactions	15,296,437	14,667,072	5,976,815
Unique Cards Used	496,635	480,688	230,371
Active Card Accounts	1,029,263	991,253	315,551
Percent of Registered Active Cards	43%	43%	77%
Settled Transit Operator Revenue	\$26,882,629	\$24,523,996	\$11,943,530
Autoload Activity			
Percent of Registered Cards with Autoload	39%	39%	36%
Autoload Transactions	219,568	209,674	92,018
Call Volume*			
Customer Service Representative (CSR) Calls	37,820	42,124	36,051
CSR Calls per Unique Card Used	0.08	0.09	0.16
Help Desk Calls	1,097	1,063	1,624
Website Traffic			
Unique Visitors	138,767	145,638	133,621
Website Visits	209,089	219,142	207,545
Website Visits per Unique Card Used	0.42	0.46	0.90

REQUEST FOR COMMITTEE APPROVAL

List of Qualified Consultants for Consultant Assistance Program

Work Item No.: 320-1221 and 310-2700

Consultant Panel:

1. Corey, Canapary and Galanis (San Francisco, CA)
2. MIG, Inc. (Berkeley, CA)
3. Swirl Integrated Marketing (San Francisco, CA)

Project Title: Customer Communication, Education, Public Awareness and Strategic Marketing Services Consultant Panel for FY 2011/12 – 2013/14

Purpose of Project: To establish the attached list of pre-qualified consulting firms eligible to provide Customer Communication, Education, Public Awareness and Strategic Marketing Services during FY 2011/12 – 2013/14

Project Cost Not to Exceed: N/A

Funding Source: N/A

Fiscal Impact: None

Motion by Committee: That the attached list of pre-qualified vendors be established to provide on-call support services for the Clipper® Program, subject to applicable contract approval requirements and necessary budget authorizations.

Operations Committee:

Jake Mackenzie, Chair

Approved: Date: December 9, 2011

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendment

Work Item No.: 320-1221 and 310-2700

Contractor: Caribou Public Relations
Martinez, CA

Project Title: In-Person Customer Outreach Services

Purpose of Project: Promote awareness of Clipper® and provide on-site assistance at key transit locations to Clipper® customers

Brief Scope of Work: Execute in-person customer education/outreach events at key transit locations

Project Cost Not to Exceed: \$150,000 (this amendment)
Current contract prior to today's actions: \$416,000
Total amount available with this action: \$566,000.

Funding Source: Regional Measure 2 Operating

Fiscal Impact: Funds included in FY 2011-12 agency budget

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract amendments with Caribou Public Relations for the purposes described herein and the Chief Financial Officer is authorized to set aside funds up to \$150,000 for such a contract amendment.

Operations Committee:

Jake Mackenzie, Chair

Approved: Date: December 9, 2011

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendment

Work Item No.:	320-1221 and 310-2700
Contractor:	Synapse Strategies Oakland, CA
Project Title:	Amendment No. 1 to Contract for Program Management
Purpose of Project:	Provide oversight and support for customer education, distribution and customer service functions
Brief Scope of Work:	Oversee in-person customer education/outreach services; planning and support services related to Clipper [®] marketing and communication and customer service initiatives.
Project Cost Not to Exceed:	\$244,000 (this amendment) Current contract prior to today's actions: \$241,000 Total amount available with this action \$485,000:
Funding Source:	CMAQ, STA, STP Exchange, Regional Measure 2 Capital and Regional Measure 2 Operating
Fiscal Impact:	Funds included in FY 2011-12 agency budget
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a contract amendment with Synapse Strategies for the purposes described herein and the Chief Financial Officer is authorized to set aside funds up to \$244,000 for such contract amendment.
Operations Committee:	<hr/> Jake Mackenzie, Chair
Approved:	Date: December 9, 2011

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendment

Work Item No.:	310-2700
Contractor:	Acumen Building Enterprises, Inc. Oakland, CA
Project Title:	Clipper® Employer Program, Card Management and Card/Value Distribution Oversight
Purpose of Project:	Oversee Clipper® program areas including card and value distribution, card inventory, and card procurement
Brief Scope of Work:	Contractor will perform monitoring and performance management functions related to distribution/sales of Clipper® cards and value including working with the Clipper® Contractor regarding implementation and management of the Clipper® retail network, enhancing Clipper®'s program for providing customers with pre-tax transit benefits, and deploying solutions to support Clipper® customers who receive subsidized transit value.
Project Cost Not to Exceed:	\$125,000 (this amendment) Current contract plus amendments prior to today's actions: \$250,000 Total available after this action: \$375,000
Funding Source:	CMAQ, STA, STP Exchange, Regional Measure 2 Capital and Regional Measure 2 Operating
Fiscal Impact:	Funds included in FY 2011-12 agency budget
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a contract amendment with Acumen Building Enterprises, Inc. for the purposes described herein, and the Chief Financial Officer is authorized to set aside funds up to \$125,000 for such a contract amendment.
Operations Committee:	<hr/> Jake Mackenzie, Chair
Approved:	Date: December 9, 2011